

[0020] The card is one of a multiplicity of similar cards. Each of those cards has a unique code number **10** printed on it, which does not appear on any of the other cards. A user can buy the card in a conventional physical purchase. The content server stores content data that can be interpreted by terminals. Examples of the types of content data that could be stored by the content server are given in more detail below. The content server also stores a mapping for each of the unique code numbers, mapping it on to one of the items of content data. A user of the mobile phone **1** can cause it to connect over the network **2** to the content server **3**. Once such a connection has been established the user can enter into the mobile phone the code number on a card in his possession, and cause the phone to transmit that to the content server **3**. The content server is configured so that in response to receiving a code number from a terminal it returns to that terminal the content data to which that code number is mapped.

[0021] In this way, a user can purchase a card in a physical transaction, and thereby gain access to a code number that can be used to obtain the content data. This has the advantage that at least some users may be more comfortable with buying on-line content in this way than by buying it on-line. The card may also have other functions, as described in more detail below. For example, it may be part of a collectible series, or it may provide information that can be used in a game. The card can thus provide a new way of providing such combined functionality to users.

[0022] The content server **3** includes a data store **30**, which holds the content data and a processor **31** which performs the processing to authenticate codes and transmit the appropriate content data to requesting terminals. The content server could be a single physical unit or could be physically distributed.

[0023] The network **2** could be the internet and/or a mobile phone network.

[0024] The mobile phone of FIG. **1** comprises a housing **20** which contains a control processor **21**, a memory **22**, a battery **23**, a radio transceiver unit **24**, an antenna **25**, a microphone **26**, a loudspeaker **27**, a keypad **28** and a display **29**. In operation of the phone, the electrical components of the phone are powered by the battery **23**. The control processor **21** performs application-related processing under the control of programme instructions stored in memory **22**. The radio transceiver unit **24** receives signals from antenna **25**, processes them to determine the data represented therein and passes that data to the control processor for subsequent processing. Data to be transmitted is passed to radio transceiver unit **24** by the control processor and appropriate signals are then transmitted by means of the antenna. A user's voice can be picked up by microphone **26** which provides input to the control processor to form data for transmission. Received audio data can be played through the loudspeaker **27**. A user can provide input to the control processor by means of keypad **28**. The control processor can control the display **29** to display user data such as locally composed messages, messages received via the radio transceiver unit, dialled telephone numbers, telephone numbers from which incoming calls have originated, and messages indicating the status of the mobile phone.

[0025] The memory **22** includes a non-volatile memory **22a** and a random access memory (RAM) **22b**. The non-volatile memory includes instructions defining applications for interpreting content data loaded into the RAM or the

user-accessible section of the non-volatile memory. These instructions will vary depending on the type of content that is supported. The non-volatile memory also includes instructions for supporting a routine for downloading content data into either the RAM or into the user-accessible section of the non-volatile memory. This may, for example be a web browser application, or a dedicated application using Java, for instance. Alternatively, the code and the content data may be carried using short message service (SMS) messages or the like.

[0026] Some examples of the forms that the content data could take, and the applications that could be used on the phone to interpret the content data are as follows.

Content data	Application
Pictures and audio and video clips, multi-media messaging system (MMS) images	Media player
HTML pages, news articles, share prices, horoscopes	Web browser or other text or multimedia interpreter
E-books	E-book reader
Java or other applets (e.g. games, calendars and utilities)	Java or other interpreter
Pictures	Photo viewer
Ring tones, wallpaper, screensavers and other phone-level operating functionality	Phone operating system
Unlock codes (e.g. for unlocking levels and characters or crediting characters in games already stored on the phone)	Game software, running on phone operating system or intermediate interpreter

[0027] The card **4** comprises a substrate **11** of cardboard or plastics material. The card is conveniently credit-card or playing-card sized. The card is printed with markings **12** to indicate the type of the card, and to provide instructions on its use. The retail price **13** may also be marked on the card. When the card is manufactured, it is printed with the unique code number **10**. Then the code number is obscured so that it cannot be read. The obscuring of the number is done in such a way that the number can later be rendered legible, most preferably in an irreversible way, by someone who has access to the card. For example, the number could be covered by opaque scratch-off foil **14**, or the card could be encapsulated in an opaque envelope. Other forms of token than such cards could be used.

[0028] The issuing of the code numbers, by their printing on to cards and the issuance of those cards to the public, is synchronised with the activation of those numbers by their mapping on to content at the content server.

[0029] The cards can be issued to the public by being put physically on sale in shops, kiosks etc.

[0030] The content server stores a record for each unique number of whether it has been used to obtain content data. This prevents a number from being used twice to fraudulently download content to two different terminals. Alternatively, an identification code of a terminal or a user of the terminal may be stored for each unique number when content is downloaded. Then the number could be re-used, but the server would check the identification code of the terminal or user re-using the number and only allow the content to be downloaded to the same user and/or terminal as downloaded it before.

[0031] In operation, a user visits a shop and selects a card that is printed with an indication of the content that the user